



**North Superior**  
Workforce Planning Board

# Building a Superior Workforce: 2014-2015 LOCAL LABOUR MARKET PLAN



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## **EMPLOYMENT ONTARIO**

North Superior Workforce Planning Board gratefully acknowledges the continued support of the Ministry of Training, Colleges and Universities.



# North Superior

## Workforce Planning Board

### **VISION:**

Our human resource pool will be strategically aligned, competitively positioned and progressively developed to meet future social and economic demands across Northwestern Ontario.

### **MISSION:**

Connecting community partners to improve the quality of life in our communities through workforce development.

The North Superior Workforce Planning Board will:

- Build a strategic workforce readiness plan
- Create a dynamic, responsive process to satisfy current needs and prepare people for emerging labour market opportunities within a global economy
- Leverage community alliances to maximize labour market capacity and competitiveness

### **MANDATE:**

Leading in the creation of innovative labour market solutions by:

- Providing authoritative and evidence-based research
- Identifying employment trends
- Targeting workforce opportunities
- Initiating workforce development strategies

## ABOUT THE NORTH SUPERIOR WORKFORCE PLANNING BOARD

The North Superior Workforce Planning Board (NSWPB) is one of twenty-five Workforce Planning zones across Ontario, mandated through the Ministry of Training, Colleges and Universities to identify, assess and prioritize the skills and knowledge needs of community, employers and individual participants/learners in the local labour market through a collaborative, local labour market planning process.

An active and broadly-based volunteer Board of Directors representing Business, Labour, Women, Francophones, Aboriginal People, Cultural Diversity, Persons with Disabilities and Educator/Trainers governs its affairs. First established in 1996, NSWPB is recognized by community, economic and municipal leaders as a “partner of choice” in the identification and implementation of local solutions to local labour market issues.

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### Partner OF CHOICE

For solutions to local  
labour market issues



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# EXECUTIVE SUMMARY 2014



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Good public policy is about making a positive difference in the lives of everyday people. The role of the Planning Board is essential in telling us not only who the government is trying to serve (and what those people need), but, over time, whether these needs are actually being met.

*Charles Cirtwell*, CEO, Northern Policy Institute

## EXECUTIVE SUMMARY

Building a Superior Workforce: 2014-2015 Labour Market Action Plan provides an up-to-date labour market analysis, identifies strategic actions undertaken during the 2013-2014 fiscal year and the proposed actions for the fiscal year, April 1, 2014 to March 31, 2015. New to this process this year is the inclusion of aggregated Employment Ontario Program Data outlining client demographics for the Thunder Bay District (NSWPB Region) for the period April 1, 2012 to March 31, 2013. This section will summarize discussions held with employment and community service providers and will reflect key issues and questions determined by the evidence. It is hoped that this analysis will provide an aid in the ongoing work of improving the delivery of these services throughout the District of Thunder Bay.

**Workforce Planning Boards play a key role in the Ministry of Training, Colleges and Universities' goal of integrating its programs and services. Part of the ongoing strategy to achieve this goal is to first identify and then respond to the diverse regional and local labour market needs throughout the province.**

NSWPB and other local boards across the province support the Ministry's goal of integration through a community planning process that identifies, assesses and prioritizes skills and knowledge needs of the community, employers, and individual job seekers. The local labour market plan is the result of this process.

A major component of the labour market plan is the annual analysis of key labour market indicators, highlighting a number of industry sectors and occupations in which there may appear labour market opportunities or challenges to employment. When studying the data pertaining to demographics, the recurring storyline for the District is the increasing age of the population as well as the rapidly growing Aboriginal population which has shown a staggering growth of over 10% in the five years between the 2006 and 2011 Census.

Labour force participation and the employment rate have both shown decline over the five years between surveys. Unemployment has increased 0.8% in this same time period. In contrast, there has been a significant increase in the number of employers throughout the District in most of the employee size ranges, which has resulted in significant growth in overall employers throughout the region. This growth is most significant in the owner-operated businesses, suggesting the entrepreneurial spirit is alive and well in the Thunder Bay region.

When studying labour force activity by age, one of the worrisome trends to note is the significant decrease in both the participation rate (4.4%) and the employment rate (6.7%) resulting in a 4.4% increase in the unemployment rate for youth, ages 15-24 in the Thunder Bay CMA. This is not unique to Thunder Bay,

but rather a widespread phenomenon of youth joblessness. In a recent report released by the Canadian Centre for Policy Alternatives, entitled *The Young and the Jobless – Youth Unemployment in Ontario*, it states: “The greatest danger of leaving a generation of young workers behind is not that they will be unable to participate in today’s economy, but that they will be left out of shaping tomorrow’s.” The study suggests that youth are “experiencing a long-term, structural – not cyclical – shift in Ontario’s labour market that is making it harder for youth to land a job.” Charles Cirtwill, CEO and President of the newly established Northern Policy Institute, agrees we are seeing a fundamental change in our employment models. Cirtwill suggests, “The youth unemployment we see is a structural change in our economy caused by a demographic cycle. It is one of the last big impacts of the baby boom.

**Longer life spans, greater needs post-retirement, and higher health care costs that will increasingly not be covered by government insurance or pension plans are just some of the things pushing boomers to work longer.**

That is bad news for the youth who were expecting to take their place in the workforce. For today’s youth, that means they will increasingly have to create their own jobs (at least in the short term and medium term) as opposed to inheriting large numbers of them as past generations did.”

The report further notes, “countries with low youth unemployment rates, coordination between employers, organized labour and educational institutions is ubiquitous” and that they all have strong apprenticeship and work placement systems. It is important to note here that coordinated efforts in the Thunder Bay District towards co-operative education programs (secondary and postsecondary levels) and community service learning programs at postsecondary campuses continue to be a priority and focus. This is very encouraging and supports a concluding statement in the report that notes “programming along these lines can increase the responsiveness of both labour market and the education system to economic needs, while at the same time providing more meaningful educational experiences”. North Superior Workforce Planning Board continues to strengthen its strong relationships with all community partners (i.e. Confederation College, Lakehead University, public and catholic school boards, and others) to identify and implement initiatives to address this labour market issue.

Educational attainment in the region is shared in this year’s plan as data from the 2011 Census became available. This is an important indicator as it highlights the gaps and challenges faced by tomorrow’s labour market. Between the two Census periods, educational attainment numbers have declined overall, with an exception being the attainment of a university degree, perhaps implying the continued demand for occupations in the knowledge sector throughout the region. In addition, the distribution of those with less than a high school diploma has decreased as well. However, compared with Ontario, this rate still remains higher, suggesting there is still much work to be done in preparing the workforce with the necessary skills and education to gain their Grade 12 diploma.

Overall, the data suggests that Thunder Bay’s labour market continues to show small but sure signs of departure from the challenging conditions that had shaped the region’s economy over the last decade. For instance, the considerable



increase in small to medium businesses over the last year alone points to this positive change. Consider also the \$250 Million being invested in the retrofitting of the Terrace Bay mill that is to take place over the next few years, as well as the subsequent reopening of a number of sawmills throughout the region, a sector in which some had not too long ago considered to be on its way out is now showing revitalization, promising continued economic and job prosperity for the District. Additionally, mining, although somewhat new as a major player in the region over the last few years, shows great promise in terms of prosperity and job creation. Preliminary findings from NSWPB's 2013-2014 Construction Sector Forecast report suggests that occupations in this sector will be steadily in demand over the next 5-10 years. Many of the promised employment opportunities will be trades-based, however with health care and social services' needs escalating, occupations in this sector will continue to be in high demand as well. Indeed, examples of various industry opportunities abound throughout the region, and from all perspectives, Thunder Bay will be the region to watch.

NSWPB's role in 2014-2015, then, is to help ensure these opportunities are not lost. The six partnerships chosen this year seek to take strategic steps toward preparing our own workforce—either directly or indirectly—in addressing the challenges highlighted in the labour market analysis, ensuring the ability to take advantage of the opportunities that are around the corner and, indeed, before us today.

**An immense 4-phased multi-year partnership with Lakehead University will see the establishment of a comprehensive human resources strategy for the region; one partnership will focus primarily on assisting service providers in the delivery of their services, hosting workshops to expound on Employment Ontario initiatives for better program delivery; and an extensive research report will provide insight into Northwestern Ontario's economy from the supply-side perspective.**

Another partnership's priority will be to strengthen and expand upon connections between employers' and secondary and post-secondary institutions in the promotion of experiential, cooperative educational placements and apprenticeship opportunities for our youth. Although these projects are not in and of themselves sufficient in overcoming the labour market and workforce challenges of the region, they serve as a critical next step in the ongoing journey toward improving the quality of life for us all. As a community partner, you are invited to come alongside as we continue to develop our workforce and confidently realize our potential together.

# 2013 - 2014 PARTNERSHIP UPDATE



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The NSWPB was a natural partner as we embarked on this work (Health Human Resources Study 2012-2013), given their insight into local labour markets and their expertise on the influences on labour market trends. The resulting plan provides a solid foundation that will inform local workforce strategies and planning for future success.

*Susan Pilatzke, Senior Director, North West Local Health Integration Network*



### **PARTNERSHIP 1: COMMUNITY WORKFORCE FOCUS VIDEOS**

**Completion Date:** October 2013

**Status:** Four communities in the region have participated in this partnership, including Nipigon, Greenstone, Terrace Bay, and Marathon. Imaginarium Studios, a local film producing company, was contracted to produce 3-5 minute videos, focusing on the unique workforce needs within each community. In turn, each community can use their respective resource however they see fit in recruiting and attracting a skilled workforce. A Local Initiative Contribution through the Superior North Community Futures Development Corporation has contributed toward the success of this project. Final videos will be released in October 2013, two months ahead of schedule.



### **PARTNERSHIP 2: CONSTRUCTION LABOUR MARKET OUTLOOK**

**Completion Date:** December 2013

**Status:** The contract was awarded to BuildForce Canada, formerly the Construction Sector Council. The Northwest Steering Committee has been formed and has been meeting bi-weekly to provide insight and guidance. To date, an overview of major projects pertaining to mining, utilities, roads and bridges, power, and local commercial and institutional development has been established in order to provide context for the development of the forecast model. The project is on pace to be completed by the end of 2013.



### **PARTNERSHIP 3: OCCUPATIONAL TIME CONTINUUM IN MINING**

**Completion Date:** January 2014

**Status:** The contract was awarded to SNC Lavalin, a local Thunder Bay satellite office in August. A steering committee of industry representatives and invested community partners has been formed to provide direction. To date, the consultant is undertaking interviews and conducting surveys with mining companies in order to ascertain a time frame for occupational demands within construction, production, and reclamation phases. Educational institutions are also being contacted to provide insight and a summary of training initiatives within the sector. The project is on pace to be completed by January 2014.



### **PARTNERSHIP 4: REGIONAL YOUTH IN MINING**

**Completion Date:** February 2014

**Status:** Initial discussions to finalize the purpose and scope of this one day event have taken place. Red Rock District High School will provide the venue and representatives from the natural resources sector, including forestry, mining, and environment will present on occupations in demand within their respective fields. Regional high school students and their parents will be the target audience.

## PARTNERSHIP 5: OPPORTUNITIES AND CHALLENGES IN NATURAL RESOURCES EMPLOYMENT

**Completion Date:** January 2014

**Status:** This partnership is underway, with an upper level Natural Resources class from Lakehead University carrying out the research as a case study component for credit. Students under the direction of Dr. Chander Shahi are conducting interviews with key employers in the sector who can provide insight into the local opportunities and challenges faced within the Natural Resources sector. These interviews will be produced on video and disseminated through local television and the Internet.

## PARTNERSHIP 6: REALITY BLAST

**Completion Date:** February 2014

**Status:** This project provides an online resource tool for employment service providers and job seekers who are interested in pursuing a career in the mining sector. Specifically, the content will consist of information related to the lifestyle and the reality of working within mining camps throughout Northwestern Ontario, including shift rotation, camp life and amenities, and company policy. The resource will facilitate mining hiring requirements as well as provide a guide for how to apply to each operational mine in the region. The project is on course to be completed in February 2014.

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This event has helped to empower our community partners in facing economic opportunities as a collective and with a plan of action to ensure success for our region.

# 2014 - 2015 LABOUR MARKET INFORMATION



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The information provided by NSWPB Local Labour Market Plan is an extremely valuable resource that helps local business to better understand the opportunities and challenges facing the local workforce, both now and into the future.

*Charla Robinson, President, Thunder Bay Chamber of Commerce*

## BACKGROUND

Since 2008, North Superior Workforce Planning Board has provided an overview of Thunder Bay District's labour market using a number of key indicators that highlight industry sectors and occupations where there appears to be labour market opportunities or major challenges to employment. This factual information both complements and adds to the existing sources of knowledge, including community consultations and local knowledge.

In the process of mobilizing data as evidence for local labour market planning, 8 indicators were originally chosen in 2008 as a starting place for analysis, including: total employment and sector employment; employment in Small and Medium Enterprises (SMEs); total number of employers; industrial structure of employers; population dynamics; migration; occupational data, and educational attainment. Historically, sources for data include Census data, Canadian Business Patterns, Labour Force Historical Review, and Tax Filer data. Several of these indicators are continuing to be implemented in the 2014 labour market plan. By no means is this analysis intended to capture the entire picture, but rather only to help in providing high level insights for strategic planning within the region.

It is anticipated that this analysis will evolve over time as the community's requirements evolve and as accurate, reliable information becomes available.

**Note:** a breakdown of the NAICS at the 3-digit level is available in the appendix at the end of this report.

## DEMOGRAPHICS

**Table 1A** breaks down the population change between 2006 and 2011 according to age. The story that continues to be told throughout the region is the increasing age of the population. The numbers continue to support this, referring to a 5% increase in the median age and a 28% increase in those over 85 in the 5 years between surveys. The distribution of the population compared to Ontario's suggests this as well. For instance, the distribution of all age groups under 45 is higher in the province than the District. Subsequently, each age group over 45 has a higher distribution in the Thunder Bay District than the province.

The other demographic worth noting is the rapidly growing Aboriginal population in the District. **Table 2A** assesses the change in population between 2006 and 2011. In the 5 years between national surveys, the population of self-identifying Aboriginals has grown 10%. Caution should be noted, however, in comparing the two surveys, as the requirements for

Table 1A: Population Change in Thunder Bay District 2006-2011

Age	Population Total 2006	Population Total 2011	Change 2006-2011 (%)	Distribution by Age	
				Thunder Bay 2011 (%)	Ontario 2011 (%)
0-14 yrs	25,055	22,140	-11.6	15.2	17.0
0-4 yrs	6,940	6,990	0.72	4.8	5.4
5-9 yrs	8,175	7,165	-14.8	4.9	5.6
10-14 yrs	9,940	7,985	-21.9	5.5	6.0
15-24 yrs	19,730	18,920	-4.1	13.0	13.4
15-19 yrs	10,270	9,515	-7.4	6.5	6.7
20-24 yrs	9,460	9,405	-0.6	6.4	6.6
25-44 yrs	37,815	34,275	-9.4	23.5	26.3
25-29 yrs	7,845	8,355	6.5	5.7	6.3
30-34 yrs	8,345	7,870	-5.7	5.4	6.2
35-39 yrs	9,765	8,475	-13.2	5.8	6.6
40-44 yrs	11,860	9,575	-19.3	6.6	7.2
45-64 yrs	43,850	46,360	5.7	31.7	28.7
45-49 yrs	13,405	11,570	-13.7	7.9	8.2
50-54 yrs	12,225	12,885	5.4	8.8	7.8
55-59 yrs	10,610	11,670	10.0	8.0	6.7
60-64 yrs	7,610	10,235	34.5	7.0	6.0
65-84 yrs	19,905	20,905	5.0	14.3	12.7
65-69 yrs	6,150	7,095	15.4	4.9	4.4
70-74 yrs	5,390	5,655	4.9	3.9	3.4
75-79 yrs	4,735	4,560	-3.7	3.1	2.8
80-84 yrs	3,630	3,595	-1.0	2.5	2.1
85+ yrs	2,710	3,465	27.9	2.4	1.9
Total	149,060	146,057	-2.0	100	100
Median Age	41.7	43.8	5.0	--	--

Source: 2006 and 2011 Census, Special Tabulation  
Note: Excludes Residence of Institutions

Table 2A: Aboriginal Population in Thunder Bay District

	2006	2011	Percent Change	Ontario Percent Change
Total	15,495	17,135	10.6	24.3
Males	7,425	8,060	8.6	23.3
Females	8,070	9,075	12.5	25.2

Source: Community Profiles 2006 and 2011

completion have changed between 2006 and 2011. Having said this, however, there is no question that the Aboriginal population continues to grow within the region of Thunder Bay while almost every other demographic shows decline.

## LABOUR FORCE ACTIVITY

**Table 3A** provides an overview of employment within the Thunder Bay District between 2006 and 2011. The picture that this table presents is not positive, indicating that labour force participation has decreased in the 5 years between surveys. Additionally, the participation rate has gone down as well as the employment rate. Unemployment has increased 0.8% during this time period.

**Table 3A: Employment Number and Percent Change – Thunder Bay District**

	2006			2011		
	Total	Male	Female	Total	Male	Female
Population	122,080	59,530	62,550	121,310	59,430	61,885
In the Labour Force	77,775	40,375	37,400	74,610	38,095	36,515
Employed	71,445	36,545	34,895	67,980	34,275	33,705
Unemployed	6,330	3,830	2,505	6,635	3,825	2,810
Not in the Labour Force	44,305	19,155	25,150	46,695	21,325	25,370
Participation Rate (%)	63.7	67.8	59.8	61.5	64.1	59
Employment Rate (%)	58.5	61.4	55.8	56	57.7	54.5
Unemployment Rate (%)	8.1	9.5	6.7	8.9	10	7.7

Source: Statistics Canada, CANSIM, Table 111-0028

**Table 4A: Labour Force Activity by Age – 2006 and 2011 – Thunder Bay CMA**

	Age 15-24		Age 25-54		Age 55-64		Age 65-74		Age 75+	
	2006	2011	2006	2011	2006	2011	2006	2011	2006	2011
Population	16,190	15,895	51,260	48,365	14,820	17,455	9,620	10,405	8,980	8,980
In the Labour Force	11,385	10,470	43,165	40,490	8,040	9,895	1,185	1,615	195	225
Employed	9,705	8,460	40,685	37,835	7,555	9,385	1,120	1,535	180	215
Unemployed	1,680	2,010	2,475	2,640	485	505	65	80	10	0
Not in the Labour Force	4,805	5,430	8,095	7,885	6,775	7,560	8,435	8,790	8785	8750
Participation Rate (%)	70.3	65.9	84.2	83.8	54.3	56.7	12.3	15.5	2.2	2.5
Employment Rate (%)	59.9	53.2	79.4	78.2	51	53.8	11.6	14.8	2	2.4
Unemployment Rate (%)	14.8	19.2	5.7	6.7	6	5.1	5.5	5	5.1	0

Source: National Household Survey – Tables 99-012-X2011037 and 97-560-XCB2006011

**Table 4A** shows labour force activity broken down by age. Between 2006 and 2011, participation rate among the population aged 15-24 decreased 4.4%, employment rate decreased 6.7%, and unemployment rate increased 4.4%. Similar trends, though not as stark, are noted in those aged 25-54 as well as those aged 55-64. However, the unemployment rate has gone down for those aged 55-64. Additionally, in the older population, it is noted that the participation rate has increased 3.2% in the five years between surveys (Aged 65-74) and the unemployment rate has gone down 0.5% (Aged 65-74) and 5.1% (75+).

Despite the fact that the big picture of employment has been negative over the last 5 years, between 2012 and 2013, there has been a substantial increase in the number of employers throughout the District as indicated in **Table 5A**.

**Table 5A: Number of Employers by Employee Size Range**

Employee Size Range	Number of Employers	Number of Employers	Absolute Change	Percent Change (%)	Ontario Percent Change (%)
	2012	2013			
0	3,130	3,346	216	6.90	10.97
1 - 4	2,034	2,131	97	4.77	6.94
5 - 9	986	994	8	0.81	2.92
10 - 19	740	731	-9	-1.22	2.84
20-49	442	465	23	5.20	3.76
50-99	141	144	3	2.13	2.05
100-199	58	60	2	3.45	2.07
200-499	26	23	-3	-11.54	1.75
500+	13	11	-2	-15.38	-0.19
Total	7,570	7,905	335	4.43	8.37

Source: Canadian Business Patterns, June 2012 and 2013

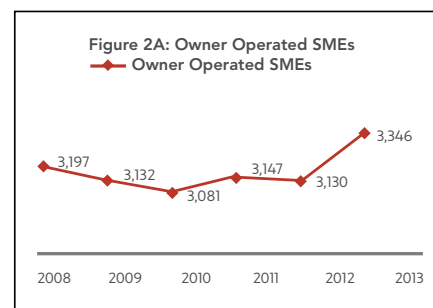
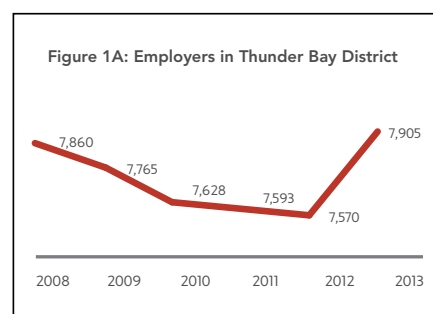
Most of the employee size ranges have shown increase, resulting in substantial growth in overall employers throughout the region, indicated visually in **Figure 1A**:

Although the growth in employers is encouraging, it should be noted that the primary growth is among Owner Operated businesses – that is, businesses with only 1 employee.

This growth in owner operated businesses speaks to the rise of entrepreneurship in the region. Indeed, programs such as Employment Ontario’s Self Employment Benefit and organizations such as PARO Centre for Women’s Enterprise, Thunder Bay CEDC’s District Entrepreneur Centre, and the Northwestern Ontario Innovation Centre are doing excellent work in providing the help needed for those who find themselves in a position to start up their own enterprise. Additionally, the rise in owner-operated businesses speaks to the District’s move toward becoming more of a conducive environment for encouraging innovative start-ups.

## INDUSTRY

**Table 6A** provides a list of the Top 10 Industries (3-Digit NAICS) based on total composition of all employees. Real Estate, comprising almost 10% of all employers in the District has risen a substantial 13.3% over the last year. This is no doubt a reflection of the housing market rise taking place within the city of Thunder Bay. Ambulatory Health Care also showed substantial growth from 2012 to 2013, increasing 16.3%. Ambulatory refers to mobility, and therefore includes personal support workers and home health care providers – occupations continually in high demand with an aging population such as Thunder Bay’s. These factors are outlined in NSWPB’s report on Health Human Resources needs throughout Northwestern Ontario (available here: [www.nswpb.ca](http://www.nswpb.ca)).



**Table 6A: Top 10 NAICS by Greatest Number of Employers**

	June 2013		
	Total	Percentage of Total	Percent Change from 2012 (%)
531 - Real Estate	741	9.37	13.3
541 - Professional, Scientific and Technical Services	671	8.49	5.8
621 - Ambulatory Health Care Services	535	6.77	16.3
238 - Specialty Trade Contractors	520	6.58	13.3
722 - Food Services and Drinking Places	326	4.12	0.9
523 - Securities, Commodity Contracts, and Other Financial Investment and Related Activities	298	3.77	1.0
236 - Construction of Buildings	294	3.72	10.9
561 - Administrative and Support Services	269	3.40	0
813 - Religious, Grant-Making, Civic, and Professional and Similar Organizations	269	3.40	5.5
811 - Repair and Maintenance	254	3.21	0.4
Total Industries	7,905	100	4.4

Source: Canadian Business Patterns, June 2012 and 2013



**Table 7A** lists the Top 10 industries that have shown the greatest loss in employers between 2012 and 2013, according to percentage. Private Households, including personnel hired to work in a private residence, has decreased substantially. Having said this, it is not a significant industry in the region so does not warrant much concern. Several of the industries in this table, including Private Households; Sporting Goods, Hobby, Book and Music Stores; Clothing and Clothing Accessories; and Personal and Laundry Services can be considered “discretionary” services and therefore likely to be discontinued upon a change in an individual’s employment status or life situation.

**Table 8A** provides an overview of the District’s labour force composition by Industry, compared with Ontario’s. Of interest, Construction shares the same percentage as the province while Mining, quarrying, and oil and gas extraction is significantly higher in the District. Real Estate,

**Table 7A: Top 10 NAICS by Greatest Loss of Employers**

	2012	2013	Absolute Change	Percent Change (%)
814 - Private Households	44	29	-15	-34.1
112 - Animal Production	56	47	-9	-16.1
451 - Sporting Goods, Hobby, Book and Music Stores	79	69	-10	-12.7
417 - Machinery, Equipment and Supplies Wholesaler-Distributors	101	89	-12	-11.9
448 - Clothing and Clothing Accessories	112	99	-13	-11.6
611 - Educational Services	106	98	-8	-7.6
447 - Gasoline Stations	100	93	-7	-7
551 - Management of Companies and Enterprises	260	249	-11	-4.2
812 - Personal and Laundry Services	195	188	-7	-3.6
484 - Truck Transportation	219	214	-5	-2.3

Source: Canadian Business Patterns, June 2013

**Table 8A: Composition of Labour Force by Industry (2 Digit NAICS)**

	Thunder Bay District Employees	Percentage of Workforce	Percentage in Ontario
11 Agriculture, forestry, fishing and hunting	1,355	2.0	1.5
21 Mining, quarrying, and oil and gas extraction	1,860	2.7	0.4
22 Utilities	800	1.2	0.8
23 Construction	4,180	6.1	6.1
31-33 Manufacturing	3,580	5.3	10.2
41 Wholesale trade	1,805	2.7	4.4
44-45 Retail trade	8,055	11.8	10.9
48-49 Transportation and warehousing	3,715	5.5	4.5
51 Information and cultural industries	1,320	1.9	2.6
52 Finance and insurance	1,825	2.7	5.3
53 Real estate and rental and leasing	1,020	1.5	2.0
54 Professional, scientific & technical services	3,240	4.8	7.4
55 Management of companies and enterprises	10	0.0	0.1
56 Administrative and support, waste management and remediation services	1,965	2.9	4.5
61 Educational services	6,170	9.1	7.3
62 Health care and social assistance	10,795	15.9	10.1
71 Arts, entertainment and recreation	1,360	2.0	2.1
72 Accommodation and food services	4,875	7.2	6.1
81 Other services (except public administration)	3,065	4.5	4.3
91 Public administration	6,980	10.3	6.7

Source: National Household Survey 2011

despite showing significant growth in the District over the last year, still shows a smaller composition of the workforce than the province. Of most significance, however, is the representation of Health care and social assistance in Thunder Bay District – almost 6% higher than the province. Again, with an aging demographic so strongly represented in the District’s population, an increase in health services is likely to continue.

**Table 9A** shows the composition of the workforce by occupation. Almost 25% of the workforce is working in Sales and Service occupations, with another 17% employed in occupations pertaining to Trades, transport

and equipment operators. Health Occupations represent a higher percentage than the province as a whole as well, supporting the trend noted in Table 7.

## OCCUPATIONS

**Table 10A** provides an estimate of the labour force’s occupational breakdown over 3 years. According to the table, occupations in Natural and applied sciences have shown a steady increase over the last 3 years, as have occupations related to Trades, transport, and equipment operators. Interestingly, Sales and service occupations have shown a slight decline over the last 3 years.

**Table 9A: Composition of Labour Force by Occupation (NOC 2011)**

	Thunder Bay District Employees	Distribution (%)	Ontario Distribution (%)
0 Management occupations	5,755	7.9	11.5
1 Business, finance and administration occupations	10,420	14.3	17.0
2 Natural and applied sciences and related occupations	4,275	5.9	7.4
3 Health occupations	5,755	7.9	5.9
4 Occupations in education, law and social, community and government services	10,615	14.6	12.0
5 Occupations in art, culture, recreation and sport	1,350	1.9	3.1
6 Sales and service occupations	17,855	24.5	23.2
7 Trades, transport and equipment operators and related occupations	12,690	17.4	13.0
8 Natural resources, agriculture and related production occupations	2,225	3.1	1.6
9 Occupations in manufacturing and utilities	1,950	2.7	5.2

Source: National Household Survey, Community Profile, 2011

**Table 10A: Labour Force Estimates Employment by NOC-S 2006 (x1000) – Thunder Bay CMA**

	2010	2011	2012
Total employed, all occupations	59.8	59.5	61
Management occupations [A]	4.3	4.8	4.7
Business, finance and administrative occupations [B]	10.3	10.5	9.7
Natural and applied sciences and related occupations [C]	4	4.2	4.6
Health occupations [D]	5.8	5.1	5.9
Occupations in social science, education, government service and religion [E]	6.7	7.1	6.7
Occupations in art, culture, recreation and sport [F]	x	x	1.6
Sales and service occupations [G]	16.8	16.3	16
Trades, transport and equipment operators and related occupations [H]	7.8	8.6	9.1
Occupations unique to primary industry [I]	x	x	x
Occupations unique to processing, manufacturing and utilities [J]	x	x	1.6

Source: Labour Force Survey, Table 282-0114  
x - Suppressed to meet the confidentiality requirements of the Statistics Act

## EDUCATION

**Table 11A** compares the educational attainment in the District in the five years between 2006 and 2011. Overall, educational attainment has decreased in the period but it is not all bad news. In fact, in 2006 26.7% of the total population did not have a certificate, diploma or degree, whereas in 2011, this number has decreased to 22.3%. Additionally, 2011 has seen an increase in the attainment of university completion, a critical component in the emergence of the growing knowledge economy in the region.

**Figure 3A** shows educational attainment according to gender. Females have a higher percentage in educational attainment at every level, except for Apprenticeship or trades certificates. In fact, it is interesting to note that the attainment of apprenticeships among females has declined 2.7% since 2006 (not shown). Additionally, following the 2006 Census, females continue to have a higher percentage of No certificate, diploma or degree.



We can reasonably conclude that the need for a more highly educated and trained workforce has by now been established, even if the precise proportion of what skills will be required has not yet been defined.

**Rick Miner, Jobs of the Future**

**Table 11A: Educational Attainment of Population 15 Years and Over in Thunder Bay District**

	2006	Distribution (%)	2011	Distribution (%)	
Total population aged 15 years and over	122,080		121,310		
No certificate, diploma or degree	32,535	26.7	27,555	22.3	↓
High school diploma or equivalent	30,845	25.3	30,405	25.1	↓
Apprenticeship or trades certificate or diploma	14,040	11.5	13,720	11.3	↓
College, CEGEP or other non-university certificate or diploma	24,165	19.8	27,140	22.4	↑
University certificate or diploma below bachelor level	3,515	2.9	2,985	2.5	↓
University certificate, diploma or degree at bachelor level or above	16,980	13.9	19,505	16.1	↑

Source: National Household Survey, Community Profiles 2006 and 2011

**Figure 3A: Educational Attainment by Gender**

■ Males ■ Females

University certificate, diploma or degree at bachelor level or above	8,625	10,880
University certificate or diploma below bachelor level	1,410	1,580
College, CEGEP or other non-university certificate or diploma	11,095	16,045
Apprenticeship or trade certificate or diploma	10,445	3,725
High school diploma or equivalent	14,480	15,920
No certificate, diploma or degree	13,370	14,180

**Table 12A** continues to look at educational attainment, this time comparing it to the province. Thunder Bay District has a higher percentage of individuals with no certificate, diploma or degree than the province, as well as a lower attainment of high school graduation or equivalent. Attainment of apprenticeships and college certificates has a higher percentage in the region than the province as a whole.

**Figure 13A** ranks the most common fields of study for the population 15 years and over with postsecondary qualifications, and compares it to the ranking of the province as well as the country. Architecture, Engineering, and related technologies ranks at the top of postsecondary qualifications in the Thunder Bay District. Education continues to be in the Top 5, despite the fact that employment opportunities in education are scarce in the region. Mathematics, Computer and information systems does not make the list of common fields of study for the region, despite being ranked 8th for both the province and the country (not shown).

**Table 12A: Educational Attainment of Population 15 Years and Over Compared to Ontario**

	Thunder Bay District		Ontario	
	2006	Percentage(%)	Percentage (%)	
No certificate, diploma or degree	27,555	22.3	18.7	▲
High school diploma or equivalent	30,405	25.1	26.8	▼
Apprenticeship or trades certificate or diploma	13,720	11.3	7.4	▲
College, CEGEP or other non-university certificate or diploma	27,140	22.4	19.8	▲
University certificate or diploma below bachelor level	2,985	2.5	4.1	▼
University certificate, diploma or degree at bachelor level or above	19,505	16.1	23.4	▼

Source: National Household Survey, Community Profiles 2006 and 2011

**Table 13A: Top 10 Fields of study for the population aged 15 years and over with postsecondary qualifications**

	Thunder Bay District		Ontario		Canada		
	Rank	Distribution (%)	Rank	Distribution (%)	Rank	Distribution (%)	
Architecture, engineering, and related technologies	1	16,070	13.2	2	11.7	1	11.7
Business, management and public administration	2	11,850	9.8	1	11.0	2	11.7
Health and related fields	3	11,150	9.2	3	7.6	3	7.6
Education	4	5,825	4.8	5	6.5	5	5.5
Social and behavioural sciences and law	5	5,190	4.3	4	3.7	4	4.1
Personal, protective and transportation services	6	4,640	3.8	7	3.3	6	3.3
Humanities	7	2,295	1.9	6	3.0	7	3.0
Physical and life sciences and technologies	8	1,955	1.6	9	2.6	9	2.2
Agriculture, natural resources and conservation	9	1,835	1.5	11	2.2	11	2.0
Visual and performing arts, and communications technologies	10	1,400	1.2	10	2.1	10	2.0

Source: National Household Survey, Community Profiles 2006 and 2011

# EMPLOYMENT ONTARIO PROGRAM DATA ANALYSIS FOR NSWPB REGION



“

I find the information provided by the NSWPB very valuable for me when I am speaking to people about the status of employment, future directions and area of focus for the future of Northwestern Ontario. I never worry that the information I quote from the available material is correct or not because it always is.

*Brian McKinnon, Red River Ward Councillor, City of Thunder Bay*

## BACKGROUND:

This section of the report is a departure from previous local labour market plans. It includes an analysis of data provided by Ontario's Ministry of Training, Colleges and Universities. Data includes information on clients who use/are registered in the following: Employment Services; Literacy and Basic Skills; Second Career; and Apprenticeship Programs for the 2012-13 fiscal year (April 1 2012 to March 31 2013). Data was provided for: a) the NSWPB Board catchment area, b) the Northern region (includes NSWPB and five other planning boards), and c) Ontario.

## INTRODUCTION

As noted, it is valuable to look at the "supply" side of the labour market, in other words who is ready and available to work. However, since this is the first time that the data has been made available, there are some limitations/cautions we need to consider when interpreting the data. First, the Employment Services' data only captures those individuals who entered and exited their system as a registered (assisted) client over a one year period. For example, Employment Services' data does not capture all individuals who are unemployed, those who visited the Employment Service office for other services (such as assistance with their resume, online job applications, exploring the job board, etc., which are counted elsewhere) or those who are in the system as a registered client but have not yet exited. Each program area has similar limitations and data-subcategories used within each program and across programs also vary which limits our ability to make cross-program comparisons.

As a result, the data requires a context or use of other comparisons for interpretation purposes. The analysis which follows offers some context but again is limited. In some cases, we are only able to make some comparisons between the local, regional and provincial levels and in other cases, we offer comparisons to labour market data from the National Household Survey (2011) or the Labour Force Survey. The 2011 National Household Survey (NHS) provides details pertaining to the age and educational characteristics of Thunder Bay District's unemployed as reported during the 2011 survey period. Although, NSWPB's region is essentially the same geographic region as the Thunder Bay District's Census Division, making a comparison of data doable, the differing time frame of data collection warrants mentioning. Even so, NHS still serves as a reliable way for agencies to assess whether their caseload reflects the unemployed population as a whole, whether there are segments of the population under or over represented, and potential gaps or duplication in service.

NSWPB suggests that to better understand and reliably provide strategic direction pertaining to funding allocation or policy development, at least 3-4 years of EO data needs to be compiled and tracked. A single year of data is not sufficient to inform governance decisions or identify best practices applicable to service providers within Employment Services and Literacy and Basic Skills.

Despite these cautions, the data is nevertheless useful in getting a very general sense of what demographics are facing unemployment and who uses local services provided by Employment Ontario. All of this data has been supplemented by consultations with representatives from local service providers.

## DEMOGRAPHICS

In the Thunder Bay District (NSWPB region), the National Household Survey (NHS) identifies 6,635 unemployed individuals. Of these, 2,975 (44.8%) sought Employment Ontario (EO) Employment Services (ES) and 804 (12%) pursued EO Literacy and Basic Skills (LBS) Services. This rate of participation in services far surpasses the provincial rate of 32.6% in Employment Services and 4.6% in Literacy and Basic Skills.

**Table 1B** shows a breakdown by age of the NSWPB region's unemployed labour force in comparison with Employment Ontario's Employment Service Clients as

well as Literacy and Basic Skills' clients. Additionally, Employment service clients have a much higher percentage (42.1%) of individuals represented in the 25-44 age group compared to the unemployment percentage of that same age group (32.1%), suggesting an over-representation of EO services for this age group. Finally, those 65 and over have a significantly higher representation in LBS than both the provincial percentage as well as the overall unemployment percentage of those 65 and over.

**Table 1B: Age - ES and LBS Clients as a Percentage of Unemployed Population**

	NSWPB/ Thunder Bay District	Percent of Total (%)	Northern Region	Percent of Total (%)	Ontario	Percent of Total (%)
Unemployed Labour Force*						
Age 15-24	2,405	36.2	-	-	201,150	35.4
Age 25-44	2,130	32.1	-	-	197,920	34.8
Age 45-64	1,980	29.8	-	-	154,310	27.2
Age 64+	120	1.8	-	-	14,615	2.6
Total	6,635	100	-	-	567,985	100
Employment Services Clients						
Age 15-24	847	28.5	5,210	30.9	39,027	21.1
Age 25-44	1,251	42.1	7,616	45.1	87,849	47.5
Age 45-64	847	28.5	3,972	23.5	56,634	30.6
Age 65+	30	1.0	89	0.5	1,429	0.8
Total	2,975	100	16,887	100	184,939	100
Literacy and Basic Skills						
Age 15-24	190	23.6	1,295	28.1	7,389	28.4
Age 25-44	265	33.0	1,580	34.3	11,548	44.4
Age 45-64	242	30.1	1,179	25.6	5,987	23.0
Age 65+	107	13.3	556	12.1	1,057	4.1
Total	804	23.6	4,610	100	25,981	100

\*Source: National Household Survey 2011

**Table 2B: Gender - ES and LBS Clients as a Percentage of Unemployed Population**

	NSWPB/ Thunder Bay District	Percent of Total (%)	Northern Region	Percent of Total (%)	Ontario	Percent of Total (%)
<b>Unemployed Labour Force*</b>						
Female	2,810	42.4	-	-	275,120	48.4
Male	3,825	57.6	-	-	292,860	51.6
Undisclosed	-	-	-	-	-	-
Total	6,635	100	-	-	567,985	100
<b>Employment Service Clients</b>						
Female	1,213	40.8	7,096	42.0	90,803	49.1
Male	1,760	59.2	9,776	57.9	93,645	50.6
Undisclosed	2	-	15	0.1	499	0.3
Total	2,975	100	16,887	100	184,947	100
<b>Literacy and Basic Skills</b>						
Female	488	60.7	2,755	59.8	14,846	57.1
Male	313	38.9	1,846	40.0	11,036	42.5
Undisclosed	3	0.4	9	0.2	97	0.4
Total	804	100	4,610	100	25,981	100

\*Source: National Household Survey 2011

For the NSWPB region, males have a disproportionately higher representation in unemployment, which is also reflected in employment service clients. Interestingly, however, LBS clients have a significantly higher representation from female clients. This is true throughout the Northern region and the province as well. Through consultation with EO service providers, it was suggested that this trend may be a result of a cultural shift having taken place in the workforce over the last several years, in which the typically male-dominated labour force has given way to a more balanced ratio between genders. Because of this, more women are upgrading their skills before taking on further training and education to offer the labour market. Additionally, males tend to show a stronger attachment to seasonal work, that is, work that does not require literacy intervention for employment (e.g. construction labourer, snow removal, logging, etc.); whereas many of the typical female entry level positions (e.g. administrative assistant, cashier, bank teller, etc.) require LBS training (numeracy, computer literacy, etc.). **Table 3B** shows the breakdown of employment services and literacy and basic skills services delivered

to designated groups within NSWPB's region (Thunder Bay District). Not surprisingly, Newcomers, Visible Minorities and Internationally Trained Professionals have a lower representation within Thunder Bay than the province as a whole. However, overall for both employment services and literacy and basic skills, there is a higher total representation of designated groups utilizing EO services in the NSWPB region than the northern region and the province. This is particularly true with LBS, whose total number of clients from designated groups is almost double that of the province. Additionally, EO consultation suggests that the Aboriginal identity is significantly higher in the region as the question in which this is based on asks for Aboriginals to self-identify and for a number of reasons, Aboriginals in urban contexts such as Thunder Bay do not self-identify as Aboriginals as frequently as other areas in the north such as Kenora and the Rainy River Districts. Even without this consideration, the Aboriginal representation in the NSWPB region is almost 5 times greater than the province.



**Table 3B: Designated Groups Receiving Services**

	NSWPB/ Thunder Bay District	Percent of Total Clients (%)	Northern Region	Percent of Total Clients (%)	Ontario	Percent of Total Clients (%)
<b>Employment Service Clients</b>						
Newcomer	96	3.2	323	1.9	15,918	8.6
Visible Minority	69	2.3	314	1.9	17,833	9.6
Person with Disability	152	5.1	891	5.3	7,906	4.3
Aboriginal Identity	485	16.3	2,129	12.6	4,536	2.5
Total No. of Clients from Designated Groups	802	27.0	3,657	21.7	46,193	25.0
Internationally Trained Professionals	126	4.2	561	3.4	35,239	19.1
<b>Literacy and Basic Skills</b>						
Newcomer	9	1.1	80	1.6	947	2.9
Visible Minority	8	1.0	75	1.5	1,189	3.6
Person with Disability	45	5.6	255	5.0	1,809	5.5
Aboriginal Identity	180	22.4	758	15.0	1,454	4.4
Total No. of Clients from Designated Groups	242	30.1	1,168	23.1	5,399	16.3

**Table 4B** provides a breakdown of ES and LBS clients' source of income. Compared to the province, NSWPB's region has a higher percentage of Employment Service clients receiving support from both EI and ODSP. In terms of LBS, those with no source of income have a significantly higher representation in NSWPB's region than both the Northern region as well as the province. Those self-employed also have higher representation in LBS than the province as a whole. Consultation with EO service providers indicated that this data may be somewhat skewed as there is a hesitancy many clients have in indicating their source of income as coming from Ontario Works, due to a fear of having this funding cut off as well as the negative stigma associated with receiving social assistance.

**Table 4B: Source of Income - Employment Ontario Clients**

	NSWPB/ Thunder Bay District	Percent of Total Client (%)	Northern Region	Percent of Total Client (%)	Ontario	Percent of Total Client (%)
<b>Employment Service Clients</b>						
EI Recipients	704	23.7	4,302	25.5	41,846	22.6
Ontario Works	284	9.6	2,508	14.9	24,467	13.2
ODSP	113	3.8	472	2.8	3,145	1.7
No Source of Income	1,108	37.2	5,687	33.7	71,095	38.4
Other	766	25.8	3,918	23.2	44,384	24.0
<b>Literacy and Basic Skills</b>						
Employed	212	26.6	1,121	24.7	6,588	19.9
Self-Employed	17	2.1	88	1.9	461	1.4
EI Recipient	30	3.76	241	5.3	1,664	5.0
ODSP	95	11.9	432	9.5	3,025	9.1
Ontario Works	136	17.1	973	21.5	6,227	18.8
No Source of Income	88	11.0	470	10.4	2,147	6.5
Other	219	27.5	1,207	26.6	5,387	16.3

**Table 5B** details the amount of time Employment Ontario clients have spent out of employment or training before visiting an EO service provider. Upon becoming unemployed, clients in the Thunder Bay District seek Employment Services more quickly than in the Northern region as well as the rest of the province. This early intervention is seen as a positive. However, as unemployment continues, clients tend to access services

less than in the rest of the province. Consultation with EO service providers led to the suggestion that the data in this table would have more relevance if the data could be broken down according to the age group of clients for each time period. Additionally, it would provide more direction and understanding if the time out could be broken down in terms of employment and training, rather than simply combining the two as they are two distinct categories.

**Table 5B: Length of Time Out of Employment or Training**

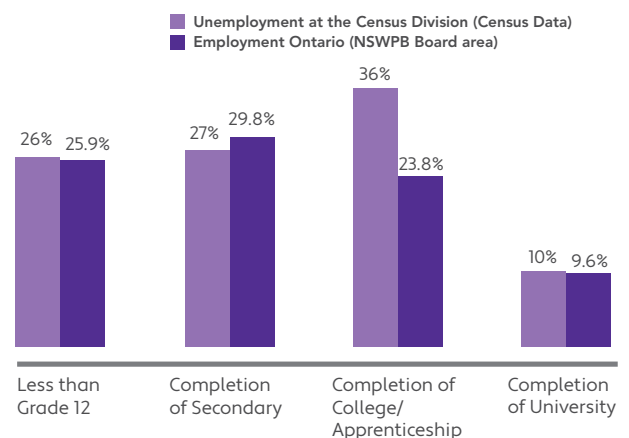
	NSWPB/ Thunder Bay District	Percent of Total Client (%)	Northern Region	Percent of Total Client (%)	Ontario	Percent of Total Client (%)
Less than 3 months	1,496	50.3	8,196	48.5	90,878	43.7
3 - 6 months	507	17.0	2,652	15.7	30,603	16.6
6 - 12 months	342	11.5	2,275	13.5	28,367	15.3
More than 12 months	630	21.2	3,764	22.3	45,089	24.4

## EDUCATIONAL ATTAINMENT

**Figure 1B** compares the educational attainment of Employment Ontario clients with the educational attainment of the unemployed within the District. For the most part, the correspondence is aligned very closely. However, those who are unemployed and have either completed college or attained an apprenticeship are significantly higher than Employment Ontario clients with the same level of education. This suggests that those with such training do not access EO services as frequently. Consultation with EO service providers provided a number of suggestions for why this imbalance among college graduates/apprenticeships exists. The data refer to clients who have registered and require assistance and directed service, as opposed to many college and university grads that would be more self-directed in their usage of employment services (Job Bank and Resource Centre access). It was also noted that the process for employers to register with employment services, allowing them to take on apprenticeships, is a lengthy and tedious process in need of becoming more streamlined, and therefore opportunities for clients with apprenticeships to be matched up with employers is limited. The value of this data would be greatly improved if the completion of

college/apprenticeship could be broken down to determine how many of these numbers refer to college graduates and how many refer specifically to apprenticeships completed. Finally, it would also be of value to show the breakdown of specific education/training fields that are accessing EO services.

**Figure 1B: Educational Attainment vs Unemployment**



**Table 6B** compares NSWPB/Thunder Bay District's Employment Services' clients' educational attainment with that of Northern Ontario and the province. Of most significance is the low percentage of university graduates who access employment services in NSWPB compared to the province - almost 13% less in NSWPB's region. Evidently, university graduates facing unemployment do not turn to Employment Ontario's services for assistance as frequently as less educated clients. Additionally, NSWPB's region has twice the rate of clients with less than Grade 12 and almost twice the rate with less than Grade 8 compared to the province, suggesting that the training and education path needed to be taken by clients before finding meaningful employment is that much longer and challenging in the region than the province. This in turn would speak to the on-going need and demand for these programs and services as well as funding commitments to expand and sustain the same.

The National Occupation Classification (NOC) system was reconfigured in 2011 and now gives indication as to the typical skill level required at each occupation. The following breakdown is the general rule for each NOC occupation:

- Skill Level A - Individuals in these occupations typically hold at least a bachelors degree from a university
- Skill Level B - Individuals in these occupations typically have some college, an apprenticeship, or associates degree
- Skill Level C - Individuals in these occupations typically have graduated from high school and/or hold formal training in some area.
- Skill Level D - Individuals in these occupations typically do not have any formal training aside from "on-the-job" training only.

**Table 6B: Educational Attainment at Intake**

	NSWPB/ Thunder Bay District	Percent of Total Clients (%)	Northern Region	Percent of Total Clients (%)	Ontario	Percent of Total Clients (%)
Less than Grade 8	64	2.2	344	2.0	2,258	1.2
Less than Grade 12	706	23.7	3,921	23.2	22,636	12.2
Completion of Secondary	888	29.9	5,489	32.5	54,662	29.6
Completion of College	708	23.8	4,456	26.4	50,171	27.1
Completion of University	287	9.7	1,175	7.0	41,828	22.6
Other	322	10.8	1,502	8.9	13,382	7.2

**Table 7B: NOC Skill Level and Available Jobs**

Employment Ontario Education Attainment at Intake - NSWPB Region

	Number of Jobs Available	Percent of Total (%)	Number of Applicants	Percent of Total Clients (%)
Skill Level A	17,135	25.2	287	10.4
Skill Level B	24,700	36.3	708	23.8
Skill Level C	17,800	26.2	888	29.8
Skill Level D	8,340	12.3	770	25.6
Total Jobs	67,975	100	-	89.6*

\* Does not add up to 100% because "Other" is not accounted for

**Table 7B** provides a breakdown of the number of jobs available in the Thunder Bay District as well a breakdown of the educational attainment of EO clients at intake. When compared, it shows that approximately 55% of EO clients with either Grade 12 or less are vying for 38% of the jobs available (Skill Level C and D). More specifically, 25% of clients with less than a Grade 12 diploma are vying for 12% of the jobs available in the region (Skill Level D). This is a significant challenge for employment service providers as the job pool in which they can direct their respective clients into is disproportionate to the educational attainment level of the majority of their clients.

Despite this challenge for employment service providers, Table 7B does provide another perspective. The majority of occupations in the Thunder Bay District are Skill Level A or B—that is, they require post-secondary education—suggesting the District's economy is becoming increasingly knowledge-intensive, a good reflection on the potential for increasing prosperity in the region

## EMPLOYMENT SERVICE OUTCOMES

**Table 8B** compares the employment outcomes of NSWPB region with the Northern region as well as the province. Of note, there is a larger percentage of clients from within NSWPB region that are now attending education or training upon exiting services, as compared to the Northern region or the province. The “Other” category refers to unemployed, unable to work, and simply lost contact, which is most common among employment service providers. Connectivity of counselor and the client is paramount here, as well as the acknowledgement that time and effort is required to establish and maintain this connectivity. This speaks to the importance and value of the incremental steps throughout the connection above and beyond the outcome at exit of services.

**Table 9B** assesses specifically what type of employment clients have found at exit. Within the NSWPB region, there is a lower percentage of self-employed workers in comparison with the Northern region as well as the province. Part-time employment, however, has a higher

percentage in NSWPB region than the rest of the province as well. Additionally, the percentage of those who are both employed and in education is more than twice the rate for the province, suggesting that the region’s clients are focusing on bettering their skills while being employed as well as there being a greater demand for both Employment Services and Literacy and Basic Skills to improve employment prospects. What is most significant is that only 15 (0.5%) clients were employed in a more suitable job after leaving employment services, much lower than the 2.5% in the north and 2.1% across the province. Consultation with EO service providers suggest that the data in this table is difficult to draw any conclusions from based on the wording of the selections and the fact that only one option can be chosen. For example, what does it mean to be “Employed in area of training/choice” as opposed to “Employed in a more suitable job”? What is the technical difference between “training” and “education” – and is this difference widely understood?

**Table 8B: Employment Service Clients - Outcome at Exit**

	NSWPB Region	Percent of Total Clients (%)	Northern Region	Percent of Total Clients (%)	Ontario	Percent of Total Clients (%)
Employed	1,739	58.5	10,796	63.9	116,077	62.8
Training/Education	535	18.0	2,733	16.2	28,167	15.2
Other	701	23.6	3,358	19.9	40,703	22.0

**Table 9B: Employment Service Clients - Employment Type at Exit**

	NSWPB Region	Percent of Total Clients (%)	Northern Region	Percent of Total Clients (%)	Ontario	Percent of Total Clients (%)
Employed Full-Time	970	32.6	5,767	34.2	67,215	36.3
Employed Part-Time	352	11.8	1,828	10.8	19,529	10.6
Self-Employed	42	5.0	349	8.8	3,821	6.8
Both employed and in education	61	2.1	215	1.3	1,541	0.8
Both employed and in training	17	0.6	182	1.1	1,511	0.8
Employed Apprentice	8	0.3	161	1.0	1,145	0.6
Employed in area of training/choice	220	7.4	1,579	9.4	14,461	7.8
Employed in a more suitable job	15	0.5	418	2.5	3,906	2.1
Employed in a prof occ/trade	54	1.8	297	1.8	2,948	1.6

**Table 10B: Employed Outcome Industry (NAICs)**

	NSWPB Region	Percent of Total Clients (%)	Northern Region	Percent of Total Clients (%)	Ontario	Percent of Total Clients (%)
Accommodation and Food Services	152	20.3	799	15.8	4,966	11.7
Retail Trade	116	15.5	877	17.3	6,617	15.5
Construction	87	11.6	596	11.8	3,073	7.2
Health Care and Social Assistance	60	8.0	358	7.1	3,958	9.3
Other Services (except Public Administration)	60	8.0	280	5.5	2,726	6.4
Administrative Support, Waste Management and Remediation Services	40	5.3	487	9.6	5,141	12.1
Transportation and Warehousing	37	4.9	275	5.4	1,905	4.5
Manufacturing	35	4.7	333	6.6	4,751	11.1
Educational Services	31	4.1	145	2.9	1,625	3.8
Mining and Oil and Gas Extraction	27	3.6	126	2.5	177	0.4
Professional, Scientific and Technical Services	25	3.3	120	2.4	2,154	5.1
Public Administration	22	2.9	159	3.1	792	1.9
Arts, Entertainment and Recreation	12	1.6	127	2.5	1,052	2.5
Agriculture, Forestry, Fishing and Hunting	11	1.5	84	1.7	526	1.2
Wholesale Trade	9	1.2	109	2.2	908	2.1
Information and Cultural Industries	8	1.1	53	1.0	798	1.9
Finance and Insurance	7	0.9	64	1.3	750	1.8
Real Estate and Rental and Leasing	7	0.9	46	0.9	539	1.3
Management Companies and Enterprises	1	0.1	2	0.0	29	0.1
Utilities	1	0.1	17	0.3	131	0.3

**Table 10B** provides a list of the industries in which Employment Ontario clients find employment in upon exit, ranked from greatest to least within the NSWPB region. Mining and Oil and Gas Extraction has a higher rate of employment outcomes than the province and even the Northern Region. This is most likely because mining is just starting to emerge as a viable sector for employment in the NSWPB region, as opposed to strong mining communities in the north, such as Sudbury, in which there is already an established workforce in which the majority of positions would already be filled. The most common industry is Accommodation and Food Services with more than 1 in 5 clients finding employment here, double the provincial average for this industry. Both Food Services and Accommodations, as well as Retail Trade, the second highest industry,

tend to require Skill Level C and D qualifications (as per Table 7B), and therefore are a match for many of the clients being serviced. However, this trend perpetuates the “low pay, no pay” cycle, a scenario that prevents individuals from advancing in the labour market due to an inability to access further education and training. This confirms the need to explore the “Career Ladders” option put forth by Essential Skills Ontario and the Literacy Network, a program in which individuals are able to take concrete steps toward better skills and better jobs through access to literacy, language and skills training programs that enable them to secure employment within a specific industry or occupational cluster, and allows them to advance to higher levels of education and employment.

**Table 11B: Employed Outcome by Occupation (NOC)**

	NSWPB Region	Percent of Total Clients (%)	Northern Region	Percent of Total Clients (%)	Ontario	Percent of Total Clients (%)
Sales and Services	309	41.3	2,119	41.9	16,171	37.9
Trades/Transport/Equipment Operators	173	23.1	1,345	26.6	6,916	16.2
Business, Finance and Administration	96	12.8	509	10.1	6,451	15.1
Social Science/Education/Government /Religion	48	6.4	306	6.0	3,390	8.0
Processing/Manufacturing/Utilities	34	4.5	232	4.6	3,992	9.4
Natural and Applied Sciences	24	3.2	118	2.3	1,333	3.1
Health	24	3.2	110	2.2	1,064	2.5
Primary Industry	16	2.1	154	3.0	855	2.0
Art Culture Recreation and Sport	15	2.0	69	1.4	1,163	2.7
Management	10	1.3	101	2.0	1,294	3.0

**Table 11B** presents the placement of employment service clients into various occupational categories upon exit, ranked from greatest to least. Sales & Service along with Trades/Transport/Equipment Operators combine for 64% of all occupations in the NSWPB region. This is slightly less than Northern Ontario (67%) and significantly more than the province (54%). One potential reason for this occupation’s high percentage is due to the reliance of primary industry on sales and services. Forestry and now mining are two such sectors that continue to have prominence in the region and thus have a large impact on sales and service related occupations. However, whereas these industries now require higher levels of education and training, sales and service occupations do not always, thus accounting for the large percentage of clients finding employment there.

**Table 12B** provides a list of the top ten occupations at the 4 digit level in which clients entered upon exiting employment services. For both the NSWPB region and the Northern Region, Construction Trades Helpers and Labourers is the predominant occupation area that clients are employed in—due to interest or availability—compared to retail salespersons being the predominant occupation for the province. Aside from Construction Trades Helpers and Labourers, all of the occupations fall within Sales & Services for the NSWPB region. This again speaks to the “Low pay, no pay” cycle referred to in Table 10B.

**Table 12B: Employed Outcome Occupations - 4 Digit NOC-s Level Unit Group**

Rank	NSWPB Region	Northern Region	Ontario
1	Construction Trades Helpers and Labourers	Construction Trades Helpers and Labourers	Retail Salespersons
2	Cashiers	Retail Salespersons	Other Labourers in Processing, Manufacturing and Utilities
3	Retail Salespersons	Cashiers	Cashiers
4	Cooks	Light Duty Cleaners	Construction Trades Helpers and Labourers
5	Food Counter Attendants, Kitchen Helpers and Related Occupations	Food Counter Attendants, Kitchen Helpers and Related Support Occupations	Food Counter Attendants, Kitchen Helpers and Related Support Occupations
6	Food and Beverage Servers	Cooks	Food and Beverage Servers
7	Light Duty Cleaners	Food and Beverage Servers	Light Duty Cleaners
8	Specialized Cleaners	Other Customer and Information Services Representatives	Cooks
9	Food Counter Attendants, Kitchen Helpers and Related Support Occupations	Food Counter Attendants, Kitchen Helpers and Related Occupations	General Office Support Workers
10	Store Shelf Stockers, Clerks and Order Fillers	Janitors, Caretakers and Building Superintendents	Other Customer and Information Services Representatives

## SECOND CAREER

**Table 13B** provides a breakdown of Second Career clients, based on demographics, educational attainment, source of employment, and length of time out of employment/training. The percentage of clients accessing Second Career who are 15-25 years of age is twice that of the province. This is likely due, in part, to the ability of individuals to find meaningful employment within forestry or construction out of high school, only to face unemployment several years in as a result of the downturn in these sectors, forcing a return to school at this young age. As well, Second Career clients with less than a Grade 12 are almost twice the rate of the province. This speaks to the need for having more resources directed into LBS development to allow for these clients to get the preliminary training needed before embarking on a specific new career. Finally, individuals tend to apply for Second Career much sooner in their unemployment than counterparts in the region or the province. As time goes on in unemployment, NSWPB clients tend to access Second Career at a lower rate than the northern region or the province.

Table 13B: Second Career - Client Demographics

	NSWPB	Percent of Total Clients (%)	Northern Region	Percent of Total Clients (%)	Ontario Percentage (%)
<b>Clients by Age Group</b>					
Age 15 - 25	15	12.7	180	16.0	6.9
Age 26 - 44	69	58.5	668	59.3	57.7
Age 45 - 65	34	28.8	277	24.6	35.2
Age 65+	0.0	0.0	1.0	0.1	0.2
Total Number of Clients	118	100	1,126	100	100
<b>Clients by Gender</b>					
Female	46	39	466	41.4	51.4
Male	72	61	659	58.5	48.5
Undisclosed	0	0	1	0.1	0.1
<b>Designated Groups</b>					
Newcomer	2	0	6	4.7	20.1
Visible Minority	4	23.5	17	13.2	56.0
Persons with a Disability	2	11.8	42	32.6	17.9
Aboriginal	9	52.9	64	49.6	6.0
Total as a % of All Trainees	17	14.4	129	11.5	18.6
<b>Educational Attainment at Intake</b>					
Less than Grade 8	1	0.9	11	1.0	0.5
Less than Grade 12	19	16.1	175	15.5	8.8
Completion of Secondary	40	33.9	381	33.8	30.8
Completion of College	24	20.3	285	25.3	23.5
Completion of University	7	5.9	49	4.4	11.6
Other Education	27	22.9	225	20.0	24.8
<b>Source of Income</b>					
Employment Insurance	71	60.2	651	57.8	50.2
Ontario Works	9	7.6	81	7.2	7.9
ODSP	1	0.9	12	1.1	0.7
No Source of Income	19	16.1	185	16.4	20.1
Other	18	15.3	197	17.5	21.2
<b>Length of Time out of Employment/Training</b>					
Less than 3 months	64	54.2	519	46.1	31.9
3 to 6 months	23	19.5	203	18.0	17.1
6 to 12 months	13	11.0	163	14.5	20.7
More than 12 months	13	11.0	155	13.8	21.8
Time Out Unknown	5	4.2	86	7.6	8.4

**Table 14B** provides a ranking of those occupations most often approved for skills training among Second Career clients. Caution should be taken in assessing these rankings as they are based on only 118 clients. With this in mind, Heavy Equipment Operators is ranked the highest in both the NSWPB region and the Northern region. Additionally, Transport Truck Drivers, a sector showing consistent decline over the last few years, is ranked 3rd in being an approved skills training program for Second Career. Of interest is the Electrical and Electronics Engineering Technologies and Technicians – ranked 7th in NSWPB region but not present on either the Northern region’s or the province’s top 10 ranking. This fact complements the continual growth and promise of the construction sector in the region.

**Table 15B** provides an assessment of Apprenticeships throughout Employment Ontario. Of note is the predominance of Apprentices and New Registrations in the Northern Region, comprising over 20% of the province. Additionally, Modular Training registrations in the Northern region comprise over 70% of the entire province’s registrants.

**Table 14B: Most Approved Skills Training Second Career Training Programs**

	NSWPB Region Rank	Northern Region Rank	Ontario Rank
Heavy Equipment Operators (Except Crane)	1	1	3
Social and Community Service Workers	2	4	2
Transport Truck Drivers	3	2	1
Home Support Workers, Housekeepers and Related Occupations	4	5	6
Underground Production and Development Miners	5	3	-
Administrative Officers	6	9	-
Electrical and Electronic Engineering Technologies and Technicians	7	-	-
Licensed Practical Nurses	8	7	-
Accounting Technicians and Bookkeepers	9	-	4
Early Childhood Educators and Assistants	10	-	5
Welders and Related Machine Operators	-	6	10
General Office Support Workers	-	8	-
Administrative Assistants	-	10	-
Medical Administrative Assistants	-	-	7
Computer Network Technicians	-	-	8
Paralegal and Related Occupations	-	-	9

**Table 15B: Apprenticeships**

	NSWPB	Percent in Relation to Ontario (%)	Northern Region	Percent in Relation to Ontario (%)	Ontario
Number of Cert. of Achievement Issued	135	1.2	951	8.7	10,932
Number of Cert. of Qualification Issued	141	1.3	1,137	10.3	11,031
Number of Modular Training Registrations	823	8.9	6,563	70.2	9,350
Average Age of Apprentices at Registration	27	-	26	-	27
Number of New Registrations	409	1.3	3,422	10.5	32,448
Number of Active Apprentices	1,765	1.5	11,515	9.8	118,080
Number of Active Journeypersons	9,418	2.1	45,138	10.0	452,841



**Table 16B** provides a list of the top 10 trades that new apprentices are being registered in. Across the NSWPB region, the Northern Region, and the province, Information Technology – Contact centre Customer Service Agent is the number one trade being registered for. **Table 17B** assesses the top 10 trades of active journeypersons.

Across all three regions, the number one trade is Automotive Service Technicians. Aside from Construction Millwright and Tool and Die Maker, NSWPB’s make-up of active journeypersons is very similar to Northern Ontario as well as that of the province.

**Table 16B: Top Ten Trades - New Apprenticeship Registrants**

	NSWPB Region Rank	Northern Region Rank	Ontario Rank
Information Technology - Contact Centre Customer Service Agent	1	1	1
General Carpenter	2	7	5
Automotive Service Technician	3	5	2
Electrician - Construction and Maintenance	4	8	4
Truck and Coach Technician	5	9	8
Heavy Duty Equipment Technician	6	2	-
Child Development Practitioner	7	-	6
Cook	8	-	7
Construction Craft Worker	9	-	-
Hairstylist	10	10	3
Industrial Mechanic Millwright	-	3	10
Information Technology - Contact Centre Sales Agent	-	4	9
Industrial Electrician	-	6	-

**Table 17B: Top Ten Trades - Active Journeypersons**

	NSWPB Region Rank	Northern Region Rank	Ontario Rank
Automotive Service Technician	1	1	1
Industrial Mechanic Millwright	2	2	3
General Carpenter	3	6	7
Electrician - Construction and Maintenance	4	3	2
Heavy Duty Equipment Technician	5	4	-
Industrial Electrician	6	8	5
Truck and Coach Technician	7	5	6
Hairstylist	8	8	5
Cook	9	-	-
General Machinist	10	9	9
Construction Millwright	-	10	-
Tool and Die Maker	-	-	10

## CONCLUSION

As mentioned at the outset, a single year of data is difficult to draw any firm conclusions in terms of making policy changes or redirecting funding or even suggesting best practices. The data outlines the quantitative delivery and outcomes of the accessed programs and services, whereas ongoing activities and initiatives, as well as improvements at the organizational level speak more to the qualitative success of the services. Benchmarking the EO data with National Household Survey data and percentages from the Northern region and the Province may yield some interesting observations, but the question that needs addressing is, “What defines success?”

The success of Employment Ontario programs depends on the local economic reality of the region. For instance, an individual laid off from the Canadian Grain Commission in the Thunder Bay District is unlikely to find a “more suitable job” in the local economy. Alternatively, with the resurgence of natural resources (including the emergence of mining), Retail and Sales and Services positions as well as Accommodation and Food Services occupations naturally follow, but unfortunately growth in these low-paying sectors does not provide help in getting university graduates employed.

Understanding these limitations, and within the context of the data provided, there are a number of general principles that should be adhered to in terms of a role that NSWPB could play in improving the overall delivery and success rate of Employment Ontario’s services.

In 2012, NSWPB began the Employment Plus Network ([www.employmentplus.ca](http://www.employmentplus.ca)), a committee of employment service providers comprised of, but not limited to, Employment Ontario service providers. Representatives from each of the Employment Ontario services, along with education, local social services, institutions and Aboriginal Skills, Employment and Training agencies gather monthly to collaborate and share news and information on the services and programs being offered. In addition, professional development workshops and conferences are provided several times annually with the intention of developing best practices for delivering services in our own region. Indeed, in 2014-2015, one of the six partnerships to be carried out by NSWPB will be to host one of these professional development days for Employment Ontario service providers. Detailed information pertaining to this partnership is available in the following section of this report. In playing these roles, NSWPB facilitates connections between education, economic development and service providers, an integral component in improving the overall success rate of our region’s Employment Ontario services.

The EO data highlights the existing gap of employers taking on apprentices – an ongoing challenge requiring concerted efforts from both the Ministry as well as service providers. Engagement of employers is seen as the key to overcoming this. This can be done through helping employers understand the workforce demographics so they can fully appreciate the impact of their hiring decisions – particularly with apprenticeships. NSWPB’s 2014-2015 partnerships include one such project that will begin to address this ongoing gap. However, collaboration on the part of the Ministry and EO network will need to prioritize this dilemma.

Overall, the data provided combined with the knowledge input from NSWPB’s consultation with EO Service Providers speaks to the need and value of the services provided and the importance of increased, continual funding for the provision of EO programs and services. This is particularly true in the region, where EO services are in high demand yet funding allocation is limited. NSWPB is hopeful that the receipt of Employment Ontario data sets and subsequent analysis will be an ongoing expected component of the annual labour market plan, as it provides insight into the work and progress for the benefit of the service providers, but more importantly provides a clear perspective of the reality of many of our residents’ inherent struggles and limitations to finding employment.

# 2014 - 2015 PARTNERSHIPS



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Market detail specific to our Area and Region assists our clients accessing Resource Centre Services, our staff in program delivery with Second Career Plan Development, Self-Employment Planning, and enhancing workshop and outreach services to our community! Thank you!

*Lorraine Boland*, Executive Director, YES Employment

## **PARTNERSHIPS 1-3: Social Innovation & Leadership for Complex Challenges**

### **Introduction**

In February 2013 a “Future Backwards” exercise that came out of the 2013-2014 Partnership “Think Globally, Act Locally” revealed that one critical action to advancing development in the Thunder Bay District is to form a comprehensive human resources strategy that would include detailed skills supply information. This would inform skills development and immigration projections in the area, and would help prioritize potential secondary business development activity. NSWPB plans to develop this human resources strategy around a framework informed by complex adaptive systems theory.

The workforce can be conceptualized as a complex adaptive system. The dynamic interactions that occur among all individual workers and employers, their organizations and businesses, result in emergent, higher-order patterns of activity on the level of the whole workforce. These interactions also produce identifiable phases of stability and change over time. Like other complex adaptive systems, the workforce is also embedded within other relevant complex systems at higher scales, such as the regional, national, and international economies, and both affects and is affected by these other systems. Feedback loops and other processes shape the workforce system’s capacity to adapt to change and show resilience in the face of disturbances. Adopting this lens enables us to observe the dynamics of change over time in the workforce of the Thunder Bay District. It also provides a means to understand how innovation can arise, and the approaches to leadership and community development that best support innovative approaches to complex challenges.

**This partnership will be a four-phased, multi-year project with 3 phases taking place between 2014-2015. Each phase, although considered an individual partnership project, will form the foundation for the subsequent phases. Each project will have individual descriptions, issues addressed, outcomes and outputs, key partners and timelines and milestones.**

## Phase I: Social Innovation & Leadership for Complex Challenges

In the first phase of this project, the team will strengthen its shared capacity to conceptualize the workforce as a complex adaptive system. NSWPB will sponsor a 7-week non-degree credit course on complexity science in the community being offered through Continuing Education at Lakehead University. Those taking the full course will receive a non-degree credit certificate and transcript from Lakehead University. Working through the material, the exercises, and discussions in this course, the workforce as a complex adaptive system will be considered a case study.

**Timeline:** February – May 2014

**Community Partner(s):** Lakehead University; Employment Ontario service providers; Northwestern Ontario Development Network; Northwestern Ontario Municipal Association; Thunder Bay Chamber of Commerce; Thunder Bay Community Economic Development Commission.

**Outputs/Outcomes:** A common understanding of how to apply complex adaptive systems to the dynamics of the workforce; Strengthen team's shared capacity of conceptualizing the workforce as a complex adaptive system; Develop a common vocabulary regarding adaptive systems which will enable application of theory.

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## Phase II: Social Innovation & Leadership for Complex Challenges

The second phase of this project will involve focused meetings of two Lakehead University faculty and NSWPB staff beginning June 2014 that will build on the case study and develop a comprehensive human resources strategy for the Thunder Bay District. This strategy will outline a plan for bringing together data to describe the workforce and relevant skills from multiple sectors. Some of this data already exists, such as that held by Matawa and other Aboriginal organizations. The strategy will outline these datasets and provide a plan for bringing them together. It will also identify gaps in the existing information sources and possibilities for gathering additional data where required. Software options for producing a database will be explored with a focus on identifying modeling tools that can map scenarios for complex adaptive systems.

**Timeline:** June 2014 – August 2014

**Community Partner(s):** Lakehead University; Employment Ontario service providers; Northwestern Ontario Development Network; Northwestern Ontario Municipal Association; Thunder Bay Chamber of Commerce; Thunder Bay Community Economic Development Commission.

**Outputs/Outcomes:** Comprehensive database of workforce supply in the Thunder Bay District; Develop and strengthen existing connections with community partners, uniting diverse groups with a common goal of inclusive workforce development.

### Phase III: Social Innovation & Leadership for Complex Challenges

The third phase of this project will begin once the strategy is complete and will involve pursuing the strategy with the ultimate aim of producing a workforce and skills database for Thunder Bay and District. This database will seek to align supply with demand as determined through a number of recent studies produced by NSWPB, including the 2012 Mining Human Resources Hiring Requirements, 2013 Health Human Resources Forecast; 2014 Construction Trades Outlook; and the 2014 Mining Occupational Time Continuum, among other important studies produced in the last several years by industry secretariats relevant to the region.

**Timeline:** October 2014

**Community Partner(s):** Lakehead University; Employment Ontario service providers; Northwestern Ontario Development Network; Northwestern Ontario Municipal Association; Thunder Bay Chamber of Commerce; Thunder Bay Community Economic Development Commission; Nookiwin Tribal Council; KKETS; AETS; Métis Nation of Ontario;

**Outputs/Outcomes:** Comprehensive database of workforce supply that will help workforce in finding employment in relevant occupational interests and skills training.

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### Partnership 4: Employment Plus Network - Professional Development

NSWPB will host and facilitate two training workshops targeted to Employment Ontario service providers as well as social service and education providers, and Aboriginal Skills, Employment, and Training agencies. The first workshop will be held in partnership with Confederation College and consist of an introduction to and thorough training within the Workbay.net system, an interactive tool for learners, job searchers, employers, and community members to efficiently access employment opportunities and training. The second workshop will consist of the promotion of the Career Ladders concept, initiated by the Literacy Network and Essential Skills Ontario. This concept is proven to help individuals take concrete steps toward better skills and better jobs through access to literacy, language and skills training programs, enabling them to secure employment within a specific industry or occupational cluster, which then allows for advancement to higher levels of education and employment.

**Timeline:** Fall 2014

**Community Partner(s):** Confederation College; Literacy Northwest; Employment Plus Network (Employment Ontario service providers; education; ASETA holders; social services)

**Outputs/Outcomes:** Continued increase of Employment Services (ES); Literacy and Basic Skills (LBS); social services; and education coordination and overall efficiency; strengthening Employment Plus Network and collaboration between all membership groups.

## Partnership 5: Maximizing Apprenticeship Opportunities Internship

NSWPB will host an internship for 2 years with the intent of developing strategy for enhancing employer engagement in the role of bettering our workforce through experiential learning and apprenticeships. Specifically, this partnership will seek to bridge the work and mission of the Ontario College of Trades—to make the system of apprenticeship training more responsive to the evolving skills and training needs of the workforce—and find relevance for our regions' employers. Examples of how this might be done include hosting panel discussions of industry experts, door to door engagement of employers; and present workshops on the role of Ontario College of Trades and what the future of apprenticeship looks like. Following these discussions, NSWPB will be able to identify local strategies on how to address local challenges.

**Timeline:** September 2014 - September 2016

**Community Partner(s):** Northern Ontario Heritage Fund Corporation; Thunder Bay Chamber of Commerce; Thunder Bay Catholic District School Board; Lakehead Public School Board; Confederation College

**Outputs/Outcomes:** Transfer of knowledge to employers of the changing regulations/legislature surrounding apprenticeships under Ontario College of Trades through hosting of venue/events; Development of relevant and up to date materials to be disseminated in local schools, elementary and secondary.

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## Partnership 6: Northwestern Ontario's Economy through the Eyes of the Workforce

NSWPB will produce a comprehensive research report that will provide insight into Northwestern Ontario's economy. Specifically, this study will look at short-term cycles and long-term trends within natural resources, health, mining, agriculture, tourism, and knowledge-intensive sectors from a supply side perspective in order to better understand and grapple with the coming demands and challenges each sector presents.

**Timeline:** February 2015

**Community Partner(s):** Lakehead University, AV Terrace Bay; Mining Companies; City of Thunder Bay; Food Security Research Network.

**Outputs/Outcomes:** An understanding of the economic trends that result in workforce preparation.

## VII. BREAKDOWN OF NAICS CODES REFERENCED

3 DIGIT NAICS CODE LEVEL	EXAMPLES OF OCCUPATIONS
112 - Animal Production	This subsector comprises establishments, such as ranches, farms and feedlots, primarily engaged in raising animals, producing animal products and fattening animals. Industries have been created taking into account input factors such as suitable grazing or pasture land, specialized buildings, type of equipment, and the amount and type of labour required.
213 - Support Activities for Mining and Oil and Gas Extraction	This subsector comprises establishments primarily engaged in providing support services, on a contract or fee basis, required for the mining and quarrying of minerals and for the extraction of oil and gas. Establishments engaged in the exploration for minerals, other than oil or gas, are included.
236 - Construction of Buildings	This subsector comprises establishments primarily engaged in the construction of buildings. Buildings are distinguished by their primary function, such as residential, commercial and industrial. Establishments may produce new construction, or undertake additions, alterations, or maintenance and repairs to existing structures. The on-site assembly of precast, panellized, and prefabricated buildings and construction of temporary buildings are included in this subsector.
237 - Heavy and Civil Engineering Construction	Water and Sewer Line and Related Structures Construction; Oil and Gas Pipeline and Related Structures Construction; Power and Communication Line and Related Structures Construction; Land subdivision; Highway, Street and Bridge Construction; Other Heavy and Civil Engineering Construction
238 - Specialty Trade Contractors	This subsector comprises establishments whose primary activity is the construction of entire engineering projects (e.g., highways and dams), and specialty trade contractors, whose primary activity is the production of a specific component for such projects. Establishments may produce new construction, or undertake additions, alterations, or maintenance and repairs to existing structures and works.
417 - Machinery, Equipment and Supplies Wholesaler-Distributors	This subsector comprises establishments primarily engaged in wholesaling farm, lawn and garden machinery and equipment; construction, forestry, mining and industrial machinery, equipment and supplies; computers and communication equipment and supplies; and other machinery, equipment and supplies.
442 - Furniture and Home Furnishings Stores	This subsector comprises establishments primarily engaged in retailing new furniture and home furnishings. These establishments usually operate from showrooms and many offer interior decorating services in addition to the sale of products.
447 - Gasoline Stations	This subsector comprises establishments primarily engaged in retailing motor fuels, whether or not the gasoline station is operated in conjunction with a convenience store, repair garage, restaurant or other type of operation. Establishments that operate gasoline stations on behalf of their owners and receive a commission on the sale of fuels are also included.
448 - Clothing and Clothing Accessories	This subsector comprises establishments primarily engaged in retailing clothing and clothing accessories.
451 - Sporting Goods, Hobby, Book and Music Stores	This subsector comprises establishments primarily engaged in retailing sporting goods, games and toys, sewing supplies, fabrics, patterns, yarns and other needlework accessories, musical instruments, books and other reading materials, and audio and video recordings.
484 - Truck Transportation	This subsector comprises establishments primarily engaged in the truck transportation of goods. These establishments may carry general freight or specialized freight.
523 - Securities, Commodity Contracts, and Other Financial Investment and Related Activities	This subsector comprises establishments primarily engaged in putting capital at risk in the process of underwriting securities issues or in making markets for securities and commodities; acting as intermediaries between buyers and sellers of securities; providing securities and commodity exchange services (furnishing space, marketplaces, and often facilities for the purpose of facilitating the buying and selling of stocks, stock options, bonds or commodity contracts); facilitating the marketing of financial contracts; asset management (managing portfolios of securities); and providing investment advice, trust, fiduciary, custody and other investment services.



## VII. BREAKDOWN OF NAICS CODES REFERENCED (CONTINUED)

3 DIGIT NAICS CODE LEVEL	EXAMPLES OF OCCUPATIONS
531 - Real Estate	This subsector comprises establishments primarily engaged in renting and leasing real estate, managing real estate for others, acting as intermediaries in the sale and/or rental of real estate, and appraising real estate.
551 - Management of Companies and Enterprises	This subsector comprises establishments primarily engaged in managing companies and enterprises and/or holding the securities or financial assets of companies and enterprises, for the purpose of owning a controlling interest in them and/or influencing their management decisions.
541 - Professional, Scientific and Technical Services	<p>This subsector comprises establishments primarily engaged in activities in which human capital is the major input. The main components of this subsector are legal services industries, accounting and related services industries, architectural, engineering and related services industries, surveying and mapping services industries, design services industries, management, scientific and technical consulting services industries, scientific research and development services industries, and advertising services industries.</p> <p>Establishments primarily engaged in providing instruction and training in a wide variety of subjects and those primarily engaged in providing health care by diagnosis and treatment are not included in this subsector.</p>
561 - Administrative and Support Services	This subsector comprises establishments primarily engaged in activities that support the day-to-day operations of other organizations. This includes activities such as administration, hiring and placing personnel, preparing documents, taking orders from clients, collecting payments for claims, arranging travel, providing security and surveillance, cleaning buildings, and packaging and labelling products.
611 - Educational Services	This subsector comprises establishments primarily engaged in providing instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities and training centres.
621 - Ambulatory Health Care Services	This subsector comprises establishments primarily engaged in providing health care services, directly or indirectly, to ambulatory patients. Health practitioners in this subsector provide out-patient services, in which the facilities and equipment are not usually the most significant part of the production process.
721 - Accommodation Services	This subsector comprises establishments primarily engaged in providing short-term lodging for travellers, vacationers and others. In addition to lodging, a range of other services may be provided. For example, many establishments have restaurants, while others have recreational facilities. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenues.
722 - Food Services and Drinking Places	The subsector comprises establishments primarily engaged in preparing meals, snacks and beverages, to customer order, for immediate consumption on and off the premises. This subsector does not include food service activities that occur within establishments such as hotels, civic and social associations, amusement and recreation parks, and theatres.
811 - Repair and Maintenance	This subsector comprises establishments primarily engaged in repairing and maintaining motor vehicles, machinery, equipment and other products. These establishments repair or perform general or routine maintenance on such products, to ensure that they work efficiently.
812 - Personal and Laundry Services	This subsector comprises establishments primarily engaged in providing personal care services, funeral services, laundry services and other services, such as pet care and photo finishing. Operators of parking facilities are also included.
813 - Religious, Grant-Making, Civic, and Professional and Similar Organizations	This subsector comprises establishments primarily engaged in organizing and promoting religious activities; supporting various causes through grant-making; advocating (promoting) various social and political causes; and promoting and defending the interests of their members.
814 - Private Households	This subsector comprises private households engaged in employing workers, on or about the premises, in activities primarily concerned with the operation of the household. These private households may employ individuals such as cooks, maids and butlers, and outside workers, such as gardeners, caretakers and other maintenance workers. The services of individuals providing baby-sitting or nanny services are included.

Source: North American Industry Classification System (NAICS) 2007





**For further information please contact:**

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